

17 (2) selecting [some] data and [communicating] incorporating said  
 28 selected data in one or more control instructions;  
 39 (3) transmitting one or more second signals containing said unit of  
 40 mass medium programming and said one or more control *not a*  
 51 instructions;  
 62 controlling a receiver station on the basis of said transmitted one or more  
 73 [transmitted] second signals, said second step of controlling comprising the steps of:  
 84 [(1) receiving *some* of said unit of mass medium programming and said  
 95 one or more control instructions; and]  
 106 [(2) communicating [some] data detected [at said receiver station] in  
 117 said one or more signals selectively to one of a processor [or]  
 128 and a storage [location] device; [and] *not if to processor*  
 139 (2) storing data applicable to said unit of mass medium programming;  
 140 and  
 151 (3) presenting said unit of mass medium programming and some  
 162 supplementary output information content applicable to  
 173 said unit of mass medium programming at one or more  
 184 output devices; and  
 195 controlling a receiver station on the basis of said transmitted one or more  
 206 [transmitted] second signals, said third step of controlling comprising the steps of:  
 217 (1) inputting information of the reaction of a subscriber to a  
 228 presentation of at least one of said unit of mass medium

*Handwritten notes:*  
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 not a  
 not if to processor  
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 not if to processor

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programming[;] and information supplementary to said unit  
of mass medium programming;

- (2) generating [some] output information content by processing said  
inputted information of the reaction of a subscriber; and  
(3) outputting said generated output information content.

6 Please add the following claim(s):

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3. The method of claim 2, wherein said generated output information

content is outputted to a transmitter, said method further comprising the step of  
transmitting said generated output information content to a remote receiver station.

4. The method of claim 2, wherein said generated output information

content is outputted to a user, said method further having at least one step from the  
group consisting of:

displaying said generated output information content at a video monitor;

selecting sound to emit on the basis of said generated output information

content; and

printing said generated output information content.

5. A method of processing signals in a network, comprising the steps of:

(1) receiving a first signal at a transmitter station;

(2) performing, in response to said first signal, at least one step from the group

consisting of:

(a) selecting a unit or mass medium programming; and

1 6 (b) selecting data and incorporating said selected data in one or more  
2 7 control instructions, said one or more control instructions effective  
3 8 at one or more receiver stations to data transmitted from said  
4 9 transmitter station, store data applicable to said unit of mass  
5 10 medium programming, present at one or more output devices said  
6 11 unit of mass medium programming and some output information  
7 12 content to supplement said unit of mass medium programming,  
8 13 input a reaction of a subscriber, generate output information  
9 14 content by processing said inputted reaction, and output said  
10 15 generated output information content; and

11 16 (3) transmitting one or more second signals containing said unit of mass  
12 17 medium programming and said one or more control signals.

13 1 6. A method of processing signals in a network, comprising the steps of:

14 2 (1) receiving a first signal at a transmission station;

15 30 (2) incorporate <sup>112 & 1</sup> at least some information in one or more second signals based  
16 4 on said first signal, said second signals containing a unit of mass medium programming

17 6 and one or more control instructions which are effective at one or more receiver stations

18 to present said unit of mass medium programming and some supplementary output

19 information content, and output information content based on subscriber reaction to a

20 8 presentation of at least one of said unit mass medium programming and information to

21 supplement said unit <sup>of</sup> mass medium programming; and

22 10 (3) transmitting said one or more second signals.

1 7. A method of processing signals in a network, comprising the steps of:  
2 (1) receiving, at a receiver station, one or more signals containing a unit of  
3 mass medium programming and one or more control instructions; and  
4 (2) processing said one or more signals containing said unit of mass medium  
5 programming and one or more control instructions to present said unit of mass medium  
6 programming and some supplementary output information content at one or more  
7 output devices, and generate information content based on subscriber reaction to a  
8 presentation of at least one of said unit of mass medium programming and information  
9 to supplement said unit of mass medium programming.

10 8. A method of processing signals in a network, comprising the steps of:  
11 (1) receiving a first signal (to be transmitted;)  
12 (2) receiving an instruct signal which is effective to:  
13 (a) effect a transmission station to generate at least some information  
14 in one or more second signals based on said first signal, said second signals containing a  
15 unit of mass medium programming and one or more control instructions which are  
16 effective to enable a receiver station to present said unit of mass medium programming  
17 and some supplementary output information content, and output information content  
18 based on subscriber reaction to said presentation of at least one of said unit of mass  
19 medium programming and said information to supplement said unit of mass medium  
20 programming; or  
21 (b) effect a receiver station to generate at least some information in one  
22 or more second signals based on said first signal, said second signals containing a unit  
23 of mass medium programming and one or more control instructions which are effective